

## ECONOMIC EFFECTIVENES SPECIFIC TO SOME MARKETING TOOLS

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### Abstract

The research presented in this paper aims to determine the specific effectiveness of marketing tools within an agricultural product processing company. In order to carry out this research, the objectives were established: 1. to determine the perception of the quality components of the food products; 2. determining the relevance of the textual information provided through the marketing tools; 3. determining the relevance of the textual information provided through the marketing tools; 4. determining the relevance of the graphic elements to the customers perception regarding the quality components of the food products. This research is necessary for the company to know the relevance of its actions and the marketing tools it uses, where and what it has to improve.

**Key words:** quality perception, marketing tools, practical model

Online communication is a constant of modern marketing and efficiency is unanimously recognized (Alchus J., 2013). Social networks are vectors for communicating information to clients and customers (Polger M.A. and Sich D., 2019; Zaglia M.E., 2013).

In tourism, communicating with customers through online tools is a practice that has become conventional but with many possibilities for improvement (Vargas-Sanchez A. and Saltos A.E., 2019). In some cases, these are again associative forms (Moraru R.A., 2018; Ochkovskaya M., 2016).

But it is necessary to establish the level at which these tools meet the expectations of companies (Galeș D.C. and Bodescu D., 2018; Paniagua J. and Sapena J., 2014)

### MATERIAL AND METHOD

The purpose of the research presented in this paper is to determine the efficiency of using marketing tools within the company. The purpose derives from the following objectives: 1. Scientific documentation on the efficiency of the use of marketing tools; 2. Determining the relative importance of food quality components; 3. Determining the relevance of the textual information provided through the marketing tools used by the company; 4. Determining the relevance of the graphic elements with respect to the food quality components; 5. Determining the efficiency of using the marketing tools used by the company.

The current research plan comprised research methods and tools such as: scientific documentation, the development of a questionnaire and its application through the method of priorities.

1. This method consists in comparing the importance of each component with each of the others.

The number of subjects investigated was 50, potential consumers of the company's products. According to Mrs. Doctor Geneviève Cauzes-Valette, seven components can be distinguished that define the quality, namely:

- ☐ Nutritional quality - which represents the contribution of food to the diet of each consumer;
- ☐ Hygienic quality - which means that the product does not contain toxic or harmful substances to the body, on the contrary they are healthy;
- ☐ Functional properties - these are very important because consumers are increasingly focusing on the fact that the product is practical and satisfies certain needs;
- ☐ Organoleptic quality - this is closely related to the sensory pleasure that the consumer acquires with the product;
- ☐ Social quality - reflects the way in which a person chooses, cooks and eats a certain type of food. Depending on this, that person will be part of a certain reference group;
- ☐ Symbolic quality - refers to the list of consumable products specific to a certain culture, in the case of Romanian culture;
- ☐ Humanistic quality - consumers expect food products to be cultivated and made using ecological methods (Cazes-Valette G., 2006).

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2. After the questionnaire was applied, the data obtained were processed and the scores for each of the components and data interpretation were established.

3. Next, the extent to which the promotion tools used by the company are in accordance with the components of the quality preferred by the customers was determined. For this we analysed the label of one of the products, the official website of the company and its Facebook page. In the first phase, the textual information provided through each of the three promotion tools was analysed. The text of each of the instruments was taken and the membership of each of the quality components was established. The weight of the used text suggesting each of the components was weighted and the information from the questionnaire of the potential clients with the information given by the text was overlapped and analysed.

4. In the next stage, the relevance of the graphic forms to the needs of the customers expressed through the quality components was determined. This was done by interviewing potential customers in the sample as to what their graphical forms suggest. They were presented with each of these graphical forms separately and the most suggestive quality components were identified again, these components being taken two by two according to the principle of the priority method.

5. The relevance of the use of the graphic forms in relation to the quality components of the food products was determined.

6. The efficiency of using the marketing tools was determined by interpreting the data obtained in the present research.

## RESULTS AND DISCUSSIONS

Some of the following variants were chosen, which represent the components of the food quality on the most important, each taken separately with each of the others and a point was awarded: 1. The nutritional quality of the product; 2. Hygienic quality; 3. The functional properties of the product; 4. Organoleptic quality; 5. Social quality; 6. Symbolic quality; 7. Humanistic quality. After applying the questionnaire, scores were obtained for each of the food quality components (*figure 1*).

The highest percentage, ie 19%, has the hygienic quality and functional properties of food. This means that respondents place the greatest emphasis on hygiene because it is directly responsible for the health of consumers. Functional properties are very important for consumers. They must meet their needs and must meet the expectations of consumers. When a product does not successfully meet the consumer's needs, it will no longer purchase that product again (*figure 2*).

In the second place, with a percentage of 17% is the organoleptic quality. In order to appreciate the sensory quality of a particular food product, the senses intervene. Respondents greatly appreciate a food that satisfies all their senses before being consumed.

With a percentage of 15%, nutritional quality is in third place. This quality component occupies a very important place among the preferences of the respondents because the consumption of a certain product must cover the nutritional requirements necessary for the body.

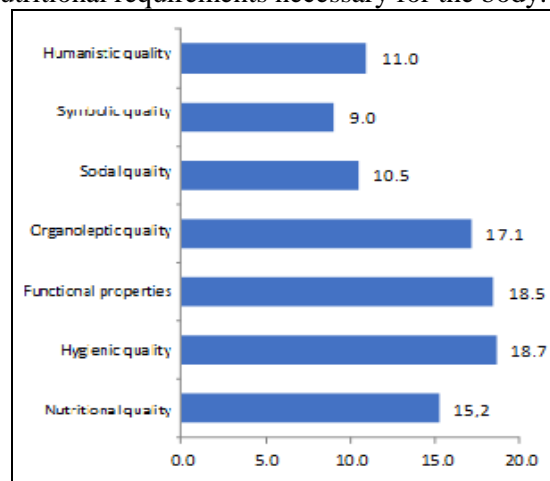


Figure 1 Determining the relative importance of food quality components

In the continuation of the present research it was determined the extent to which the promotion tools used by the company are in accordance with the quality components preferred by the clients.

I started with the label of one of the products, namely the cheese label. A total of 88 words were used for its label.

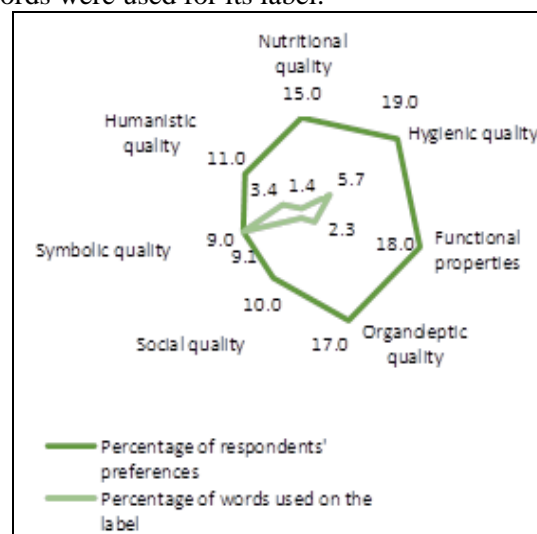


Figure 2 Determining the relevance of the textual information provided through the marketing tools used by the company

Of the total words used on the label, 10 are for nutritional quality, 8 for symbolic quality, 5 for

hygienic quality, 3 words for humanistic quality and 2 for functional product properties (*figure 3*).

After comparing the percentage obtained after questioning the potential customers regarding the preference regarding the components of the quality of the food products with the words used for each component on the part of the label of one of the products of the company, it is observed that the highest percentage, 9.09% holds it symbolic quality and this is closer to the respondents' preferences. The second percentage is held by the hygienic quality with a value of 5.68%, followed by the humanistic quality with 3.4% from which it appears that the company does not pay much attention when describing its products as being obtained through ecological processes. The last places are the functional properties and the nutritional quality with 2.27%, respectively 1.36%. So, the company allocates most words for symbolic quality when discussing product labelling.

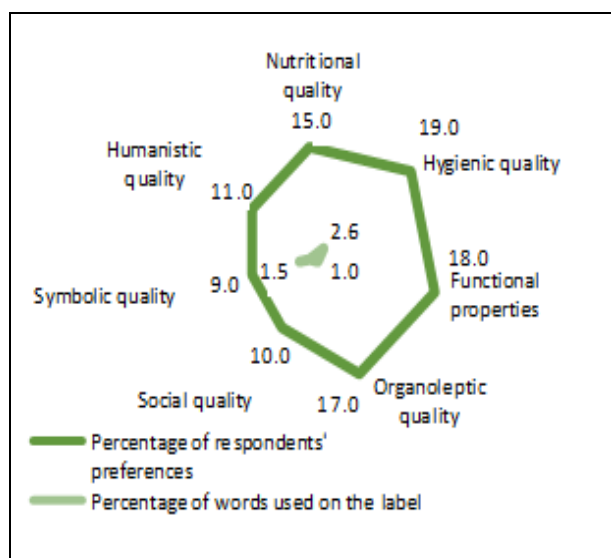


Figure 3 Determining the relevance of the graphic elements to the quality components of the food products

The second marketing tool analyzed is the facebook page. The company is no longer active on this page as of June 20, 2012. I took the text from the official Facebook page of the company and tried to establish the belonging to each of the components of the quality of food.

Following the analysis of the text on the Facebook page of the company it is observed that out of 194 words used only 5 belong to the hygienic quality, 3 belong to the symbolic quality and 2 words belong to the functional properties of the products.

After comparing the percentage, words used on the Facebook page for food quality components and respondents' preferences, it can be seen that

the company uses very few words for these, and even for some components it does not use at all.

A percentage of 2.57% of the text is used for hygienic quality, and respondents put this component first, 1.54% is used for symbolic quality, and respondents put this component last and 1.03% is used for the functional properties of foodstuffs, and respondents chose them as the most important for them.

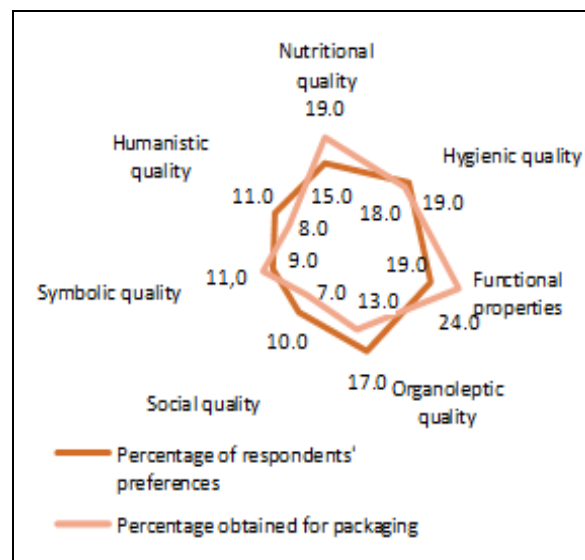


Figure 4 Customer preferences regarding packaging components and suggestion

Therefore, the company does not effectively use the official Facebook page of the company as a promotional tool (*figure 4*).

The third promotional tool analyzed was the official website of the company. Again, I retrieved the text from the site and got a cumulative 194 words just like on the official Facebook page. The text used on the site is the same text as on the Facebook page, without any difference.

After determining the extent to which the promotion tools of the company are in accordance with the structure of the quality components of the food products, the relevance of the graphic forms to the preferences of the potential customers was determined. For this I chose an image with one of the products of the company and I asked again the persons questioned previously to choose which component of quality is more important in the order of priority when it comes to the product and its packaging, taken each of them with each of the others (*figure 5*).

The first place among the components suggested by the image of the company product is occupied by its functional properties. When they look at this product they are convinced that the product would meet their needs as a result of their purchase and consumption.

The nutritional quality obtained a percentage of 19% which means that the packaging and the product itself gives consumers all the details about the nutritional values of the product. The next quality, hygienic quality has a percentage of 18%, which means that the respondents are convinced that the product was made under hygienic and safe conditions and all the norms have been observed.

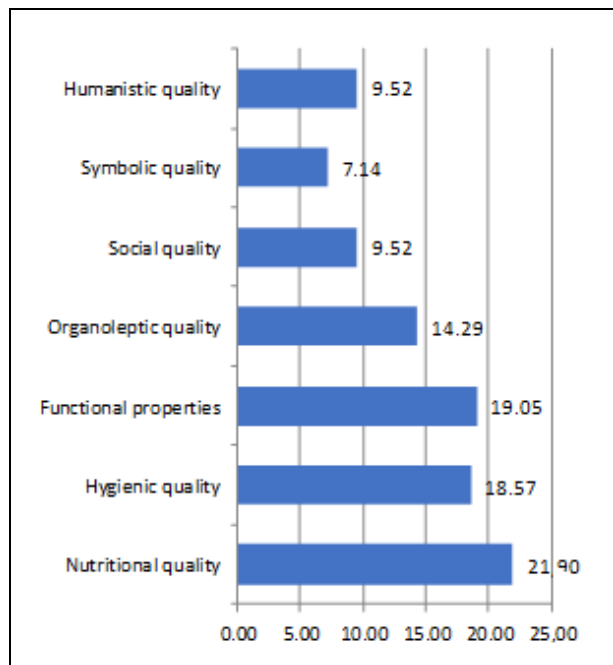


Figure 5 **Determining the relevance of the use of graphic forms in relation to the quality components of food products.**

The fourth place is held by the organoleptic quality with a percentage of 13%. Consumers are not very convinced of the image of the product when it comes to their senses and their satisfaction.

The last places are the symbolic quality with 11%, the humanistic quality with 8% and the social quality with a percentage of 7% from which it appears that the company has to work on these aspects of the packaging. The company efficiently uses its packaging and products to promote them. The preferences of the customers are very close to each component of the quality of the food products to the preferences of the customers in terms of what the product and the packaging of the company suggest.

## CONCLUSIONS

On the label, most of the words used by the company are allocated for symbolic quality, which is very close to the consumer's preferences.

On the Facebook page and the official website, most of the words used are for hygienic quality.

In order to increase the level of relevance of marketing tools, the researched unit must improve all textual and graphic contents.

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